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BEAM GLOBAL ADOPTS STRICTER AD STANDARDS

Beam Global announced it has voluntarily restricted its marketing to print, television and radio outlets where the audience is comprised of at least 75% legal adults. The current industry standard is 70%, but Beam says its advertising will reach a minimum average of 85% adults on an aggregate annual basis.

In addition, Beam has established the following policies:

1. Not market or advertise at “Spring Break” events nor utilize the term “Spring Break” in any marketing materials
2. Restrict brand images in video games
3. Not market or sell any products in the “Flavored Malt Beverage” category
4. Not advertise on outdoor locations within 500 feet of playgrounds

According to the company, 37 state attorneys general today have signed a letter applauding Beam Global's enhanced marketing policies.

“There are many factors that contribute to illegal underage drinking and there is no single solution. Greater focus on preventing youth access to alcohol, strengthening social hosting laws, promoting enforcement of the legal drinking age and educating parents are critical to eliminating illegal underage drinking,” stated Chris Swonger, senior vp, corporate affairs, Beam Global.